

## BR+E Update – Public Launch

September 30, 2011



Community leaders, business owners and interested citizens were in attendance for the formal kickoff of a local Business Retention and Expansion (BR+E) project by Rural Oxford Economic Development.

townships.

The launch served to educate the public on the project designed to stimulate economic development in Norwich, Blandford-Blenheim, Zorra, East Zorra-Tavistock and South-West Oxford

Dr. Wayne Caldwell, Director of the School of Environmental Design and Rural Development at the University of Guelph began the night with an engaging presentation on the importance of economic development in rural communities. He discussed the challenges currently facing rural Ontario communities and how the BR+E can assist in responding to these challenges.

Those in attendance were given a background on the four stages of the BR + E project, as well as heard of the various volunteer opportunities to engage the public in the process. At the end of the night, attendees were given the chance to sign up to volunteer for the Task Force Committee or as a Volunteer Visitor, who assists in visiting local businesses to complete the surveys.

